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Monthly Survey of LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

This survey gives:

Monthly totals for the industry of ordinary sales volume, numbers of new ordinary policies, group sales volume under new or amended contracts, and—for the United States—industrial sales volume. The total ordinary sales volume in each state and province is also shown. Percent changes between the current period and the corresponding period of the previous year are shown.

Ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are shown.

The definition of new sales excludes revivals, increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (e.g., annuities and Canadian pension bonds). The ordinary data include mass-marketed ordinary business, and the group data are based on new or amended contracts and exclude additions to current contracts.

Comparisons with Previous Year

	FACE AMOUNT		NUMBER OF POLICIES		ANNUALIZED PREMIUM	
	Current month	Year to date	Current month	Year to date	Current month	Year to date
UNITED STATES						
Ordinary	112%	116%	96%	102%	104%	110%
Group	479%	182%	—	—	—	—
Industrial	84%	56%	—	—	—	—
CANADA						
Ordinary	115%	114%	101%	101%	104%	106%
Group	104%	109%	—	—	—	—

The industry totals are estimates based on monthly reports from: 166 companies operating in the United States representing 68 percent of the 1979 new ordinary volume sold in that country, 63 percent of the number of new ordinary policies, 80 percent of the volume of new or amended group contracts, and 30 percent of the new industrial volume; 46 companies operating in Canada representing 83 percent of the 1979 new ordinary volume, 82 percent of the number of new ordinary policies, and 79 percent of the volume of new or amended group contracts.

The 146 companies operating in the United States for which the monthly sales results for premiums, policies, volume, and their derived statistics are reported represent 67 percent of the 1979 United States ordinary volume and 61 percent of the ordinary policies sold; the 41 companies operating in Canada represent 77 percent of the 1979 Canadian ordinary volume and 75 percent of the policies. Since no industry data are available on total new ordinary premiums sold, the proportion of the premium total of each country represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1978. The in force categories and, in parentheses, the number of contributing companies or departments in each:

UNITED STATES

Ordinary companies or departments

Group 1—$10 billion or more (20)
Group 2—$4 billion to $10 billion (23)
Group 3—$2 billion to $4 billion (27)
Group 4—$1 billion to $2 billion (25)
Group 5—$500 million to $1 billion (18)
Group 6—Less than $500 million (22)

Home service companies or departments

Group 7—$25 billion or more (2)
Group 8—$5 billion to $25 billion (4)
Group 9—Less than $5 billion (16)

CANADA

Group 1—$2 billion or more (14)
Group 2—$700 million to $2 billion (14)
Group 3—Less than $700 million (13)

Industry Sales

ORDINARY

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 25,058	$ 27,468	110%
February	26,838	30,352	113
March	30,459	36,537	120
April	31,618	37,055	117
May	30,764	34,282	111
June	31,217	38,445	123
July	30,373	35,776	118
August	29,348	34,420	117
September	30,635	36,190	118
October	34,215	38,379	112
November	30,751		
December	39,837		
Year total	$371,113		
Year to date	$300,525	$348,904	116%

Number of Policies (in thousands)

	1980	1981	1981/1980
January	987	984	100%
February	1,107	1,145	103
March	1,229	1,379	112
April	1,201	1,267	105
May	1,168	1,166	100
June	1,190	1,261	106
July	1,142	1,124	98
August	1,133	1,147	101
September	1,176	1,163	99
October	1,291	1,243	96
November	1,126		
December	1,249		
Year total	13,999		
Year to date	11,624	11,879	102%

Face Amount by State (in thousands)

	Month	Year to date	1981/1980 Month	1981/1980 Year to date
Alabama	$ 695,083	$6,547,825	115%	119%
Alaska	72,889	670,256	88	108
Arizona	524,613	4,632,133	120	119
Arkansas	371,600	2,883,978	132	119
California	4,453,066	40,360,244	117	119
Colorado	661,881	6,205,753	102	117
Connecticut	583,311	5,368,591	115	118
Delaware	83,061	929,660	98	116
D.C.	94,994	1,009,002	86	102
Florida	1,820,039	16,719,207	113	121
Georgia	1,129,357	10,149,432	115	116
Hawaii	206,197	1,886,833	110	115
Idaho	173,845	1,564,515	131	120
Illinois	1,902,409	17,536,999	108	111
Indiana	934,086	7,930,510	116	117
Iowa	522,799	4,847,231	109	116
Kansas	485,764	4,122,079	118	116
Kentucky	483,582	4,287,529	117	113
Louisiana	987,239	8,485,893	124	125
Maine	138,564	1,200,649	125	111
Maryland	716,031	6,499,824	108	118
Massachusetts	841,192	7,466,274	117	116
Michigan	1,038,664	9,425,765	108	110
Minnesota	600,715	5,897,937	107	111
Mississippi	371,415	3,504,813	109	124
Missouri	756,304	6,805,256	107	114
Montana	$ 113,589	$ 1,085,257	98%	108%
Nebraska	327,612	3,150,912	121	121
Nevada	152,929	1,344,232	114	115
New Hampshire	157,148	1,333,203	112	113
New Jersey	1,201,498	11,194,430	105	110
New Mexico	200,166	1,855,576	117	115
New York	2,280,143	22,142,306	103	113
North Carolina	959,701	8,728,199	109	115
North Dakota	141,037	1,286,806	120	113
Ohio	1,661,570	15,011,083	115	113
Oklahoma	613,223	5,763,156	112	124
Oregon	358,718	3,432,518	119	115
Pennsylvania	1,615,356	14,479,082	103	107
Rhode Island	179,342	1,614,592	116	118
South Carolina	534,096	4,762,225	111	113
South Dakota	129,278	1,231,161	108	115
Tennessee	747,370	6,777,790	103	114
Texas	3,325,581	29,408,361	117	123
Utah	461,779	3,583,817	164	134
Vermont	63,713	598,173	81	103
Virginia	970,438	8,787,343	112	119
Washington	624,972	5,886,117	114	116
West Virginia	190,963	1,840,320	92	109
Wisconsin	648,172	5,910,546	111	111
Wyoming	71,519	757,929	86	107
U.S. TOTAL	$38,378,613	$348,903,322	112%	116%

GROUP

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 13,345	$ 13,596	102%
February	10,483	12,462	119
March	15,320	15,589	102
April	10,099	11,010	109
May	9,602	12,837	134
June	14,932	57,713*	387
July	12,172	16,670	137
August	15,023	17,043	113
September	14,146	16,846	119
October	12,156	58,239**	479
November	12,265		
December	30,641		
Year total	$170,184		
Year to date	$127,278	$232,005	182%

*Includes $40,000 million FEGLI
**Includes $44,400 million FEGLI

INDUSTRIAL

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 293	$ 157	54%
February	324	154	47
March	354	219	62
April	346	189	55
May	291	202	69
June	276	133	48
July	257	133	52
August	273	131	48
September	274	128	47
October	218	183	84
November	196		
December	173		
Year total	$3,275		
Year to date	$2,906	$1,629	56%

UNITED STATES

Ordinary Sales Results of 146 Companies

	ANNUALIZED PREMIUM (in thousands)		FACE AMOUNT (in thousands)		NUMBER OF POLICIES		PREMIUM PER $1,000		AVERAGE SIZE POLICY		PREMIUM PER POLICY		1981/1980						
	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	Annualized premium	Face amount	Number of policies	Premium per $1,000	Average size policy	Premium per policy	
January	$ 227,503	$ 242,415	$ 16,875,280	$ 18,499,764	609,435	606,807	$13.48	$13.10	$27,690	$30,487	$373	$399	107%	110%	100%	97%	110%	107%	January
February	232,927	252,466	17,980,662	20,420,124	677,666	700,259	12.95	12.36	26,533	29,161	344	361	108	114	103	95	110	105	February
March	264,965	302,041	20,381,905	24,599,866	748,439	844,583	13.00	12.28	27,233	29,127	354	358	114	121	113	94	107	101	March
April	262,296	300,253	21,156,140	25,028,758	734,798	781,540	12.40	12.00	28,792	32,025	357	384	114	118	106	97	111	108	April
May	254,766	278,529	20,558,531	23,025,557	720,122	714,174	12.39	12.10	28,549	32,241	354	390	109	112	99	98	113	110	May
June	266,197	310,209	20,847,993	25,743,267	732,662	770,034	12.77	12.05	28,455	33,431	363	403	117	123	105	94	117	111	June
July	259,592	284,233	20,291,956	23,909,752	705,776	691,445	12.79	11.89	28,751	34,579	368	411	109	118	98	93	120	112	July
August	248,132	271,493	19,629,334	23,026,171	701,690	700,086	12.64	11.79	27,974	32,890	354	388	109	117	100	93	118	110	August
September	261,072	278,781	20,518,227	24,222,416	727,722	713,487	12.72	11.51	28,195	33,949	359	391	107	118	98	90	120	109	September
October	280,811	290,953	22,832,638	25,717,858	780,016	747,467	12.30	11.31	29,272	34,407	360	389	104	113	96	92	118	108	October
November	257,535		20,611,219		688,606		12.49		29,932		374								November
December	344,275		26,592,675		763,071		12.95		34,850		451								December
Year total	$3,160,071		$248,276,560		8,590,003		$12.73		$28,903		$368								**Year total**
Year to date	$2,558,261	$2,811,373	$201,072,666	$234,193,533	7,138,326	7,269,886	$12.72	$12.00	$28,168	$32,214	$358	$387	110%	116%	102%	94%	114%	108%	**Year to date**

124 Ordinary Companies and 11 Ordinary Departments of Home Service Companies

Total group																			**Total group**
Month	$ 225,282	$ 224,993	$ 18,800,896	$ 21,488,655	481,374	440,248	$11.98	$10.47	$39,057	$48,810	$468	$511	100%	114%	91%	87%	125%	109%	**Month**
Year to date	$2,051,280	$2,211,496	$163,801,415	$194,576,233	4,355,794	4,268,495	$12.52	$11.37	$37,605	$45,584	$471	$518	108%	119%	98%	91%	121%	110%	**Year to date**
Group 1—Month	$ 141,460	$ 139,154	$ 11,334,240	$ 12,878,585	300,922	272,099	$12.48	$10.81	$37,665	$47,331	$470	$511	98%	114%	90%	87%	126%	109%	Group 1—Month
Year to date	$1,297,772	$1,380,179	$100,388,524	$117,987,099	2,773,579	2,691,516	$12.93	$11.70	$36,195	$43,837	$468	$513	106%	118%	97%	90%	121%	110%	Year to date
Group 2—Month	$ 42,760	$ 43,751	$ 3,533,509	$ 3,672,061	76,826	68,688	$12.10	$11.91	$45,994	$53,460	$557	$637	102%	104%	89%	98%	116%	114%	Group 2—Month
Year to date	$ 391,891	$ 417,892	$ 30,216,008	$ 33,748,693	702,515	675,161	$12.97	$12.38	$43,011	$49,986	$558	$619	107%	112%	96%	95%	116%	111%	Year to date
Group 3—Month	$ 22,373	$ 24,193	$ 2,053,248	$ 2,702,072	58,084	52,554	$10.90	$ 8.95	$35,350	$51,415	$385	$460	108%	132%	90%	82%	145%	119%	Group 3—Month
Year to date	$ 195,406	$ 229,545	$ 16,985,236	$ 23,381,455	466,306	473,685	$11.50	$ 9.82	$36,425	$49,361	$419	$485	117%	138%	102%	85%	136%	116%	Year to date
Group 4—Month	$ 12,081	$ 10,847	$ 1,160,835	$ 1,345,229	24,588	23,972	$10.41	$ 8.06	$47,211	$56,117	$491	$452	90%	116%	97%	77%	119%	92%	Group 4—Month
Year to date	$ 109,124	$ 120,827	$ 10,462,459	$ 12,080,622	236,107	234,583	$10.43	$10.00	$44,312	$51,498	$462	$515	111%	115%	99%	96%	116%	111%	Year to date
Group 5—Month	$ 3,988	$ 4,823	$ 437,647	$ 564,530	13,107	16,042	$ 9.11	$ 8.54	$33,390	$35,191	$304	$301	121%	129%	122%	94%	105%	99%	Group 5—Month
Year to date	$ 34,031	$ 39,444	$ 3,290,134	$ 4,386,900	108,795	121,844	$10.34	$ 8.99	$30,242	$36,004	$313	$324	116%	133%	112%	87%	119%	104%	Year to date
Group 6—Month	$ 2,620	$ 2,225	$ 281,417	$ 326,178	7,847	6,893	$ 9.31	$ 6.82	$35,863	$47,320	$334	$323	85%	116%	88%	73%	132%	97%	Group 6—Month
Year to date	$ 23,056	$ 23,609	$ 2,459,054	$ 2,991,464	68,492	71,706	$ 9.38	$ 7.89	$35,903	$41,718	$337	$329	102%	122%	105%	84%	116%	98%	Year to date

22 Home Service Companies and Departments

Excluding weekly premium ordinary

Total group																			**Total group**
Month	$ 53,350	$ 63,284	$ 3,967,008	$ 4,166,806	275,152	281,016	$13.45	$15.19	$14,418	$14,828	$194	$225	119%	105%	102%	113%	103%	116%	**Month**
Year to date	$ 489,114	$ 568,562	$ 36,677,393	$ 38,388,867	2,582,938	2,689,945	$13.34	$14.62	$14,200	$14,457	$189	$211	116%	106%	104%	110%	102%	112%	**Year to date**
Group 7—Month	$ 29,592	$ 37,121	$ 2,485,788	$ 2,478,097	113,677	121,558	$11.90	$14.98	$21,867	$20,386	$260	$305	125%	100%	107%	126%	93%	117%	Group 7—Month
Year to date	$ 266,703	$ 317,191	$ 22,740,827	$ 23,074,733	1,048,170	1,105,150	$11.73	$13.75	$21,696	$20,879	$254	$287	119%	101%	105%	117%	96%	113%	Year to date
Group 8—Month	$ 12,873	$ 13,636	$ 742,214	$ 893,828	83,811	79,694	$17.34	$15.26	$ 8,856	$11,216	$154	$171	106%	120%	95%	88%	127%	111%	Group 8—Month
Year to date	$ 116,306	$ 129,418	$ 6,846,360	$ 8,197,460	772,079	775,970	$16.99	$15.79	$ 8,867	$10,564	$151	$167	111%	120%	101%	93%	119%	111%	Year to date
Group 9—Month	$ 10,885	$ 12,527	$ 739,006	$ 794,881	77,664	79,764	$14.73	$15.76	$ 9,515	$ 9,965	$140	$157	115%	108%	103%	107%	105%	112%	Group 9—Month
Year to date	$ 106,105	$ 121,953	$ 7,090,206	$ 7,616,674	762,689	808,825	$14.97	$16.01	$ 9,296	$ 9,417	$139	$151	115%	107%	106%	107%	101%	109%	Year to date

Weekly premium ordinary

Month	$ 2,179	$ 2,676	$ 64,734	$ 62,397	23,490	26,203	$33.66	$42.89	$ 2,756	$ 2,381	$ 93	$102	123%	96%	112%	127%	86%	110%	**Month**
Year to date	$ 17,867	$ 31,315	$ 593,858	$ 728,433	199,594	311,446	$30.09	$42.99	$ 2,975	$ 2,339	$ 90	$101	175%	123%	156%	143%	79%	112%	**Year to date**

CANADA

Industry Sales

ORDINARY

	Face Amount (in thousands)			Number of Policies		
	1980	1981	1981/1980	1980	1981	1981/1980
January	$ 2,436,473	$ 2,467,476	101%	68,160	63,671	93%
February	2,819,554	3,030,374	107	86,975	85,076	98
March	3,145,401	3,413,527	109	90,804	96,954	107
April	3,115,136	3,402,618	109	92,069	90,145	98
May	3,061,616	3,405,245	111	89,813	90,090	100
June	3,239,525	3,851,365	119	94,302	96,409	102
July	2,996,466	3,665,004	122	87,109	86,845	100
August	2,631,786	3,078,151	117	72,363	72,160	100
September	2,885,429	3,557,875	123	83,755	90,981	109
October	3,547,925	4,075,630	115	104,301	105,536	101
November	3,649,922			102,154		
December	3,729,927			90,501		
Year total	$37,259,160			1,062,306		
Year to date	$29,879,311	$33,947,265	114%	869,651	877,867	101%

Face Amount by Province (in thousands)

	Month	Year to date	1981/1980 Month	1981/1980 Year to date
Alberta	$ 502,020	$ 4,330,236	115%	121%
British Columbia	407,211	3,542,271	106	107
Manitoba	172,275	1,272,642	126	110
New Brunswick	74,120	638,072	98	101
Newfoundland	49,230	390,849	126	132
Nova Scotia	85,709	730,763	98	107
Ontario	1,323,692	11,085,404	113	112
Prince Edward Is.	14,085	117,727	117	125
Quebec	1,314,554	10,853,202	119	116
Saskatchewan	132,734	986,099	124	110
Canada total	$4,075,630	$33,947,265	115%	114%

GROUP

	Face Amount (in thousands)		
	1980	1981	1981/1980
January	$ 1,130,678	$ 1,273,432	113%
February	1,429,436	2,672,926	187
March	2,029,081	2,210,724	109
April	1,603,988	1,464,208	91
May	904,290	1,421,568	157
June	2,318,719	2,240,971	97
July	1,689,295	1,493,753	88
August	2,153,086	1,602,991	74
September	2,110,371	2,413,293	114
October	1,667,875	1,737,773	104
November	1,719,377		
December	3,511,262		
Year total	$22,267,458		
Year to date	$17,036,819	$18,531,639	109%

Ordinary Sales Results of 41 Companies

	ANNUALIZED PREMIUM (in thousands)		FACE AMOUNT (in thousands)		NUMBER OF POLICIES		PREMIUM PER $1,000		AVERAGE SIZE POLICY		PREMIUM PER POLICY		1981/1980						
	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	Annualized premium	Face amount	Number of policies	Premium per $1,000	Average size policy	Premium per policy	
January	$ 17,226	$ 16,798	$ 1,815,115	$ 1,803,898	50,046	45,049	$ 9.49	$ 9.31	$36,269	$40,043	$344	$373	98%	99%	90%	98%	110%	108%	January
February	20,486	20,903	2,108,901	2,273,413	64,054	62,208	9.71	9.19	32,924	36,545	320	336	102	108	97	95	111	105	February
March	22,860	23,639	2,359,698	2,498,722	66,448	66,419	9.69	9.46	35,512	37,621	344	356	103	106	100	98	106	103	March
April	21,440	23,051	2,308,760	2,567,114	66,551	66,352	9.29	8.98	34,692	38,689	322	347	108	111	100	97	112	108	April
May	21,109	22,251	2,266,562	2,533,089	65,046	65,228	9.31	8.80	34,846	38,834	325	342	106	112	100	95	111	105	May
June	23,300	24,831	2,451,470	2,868,269	69,449	69,504	9.50	8.66	35,299	41,268	335	357	107	117	100	91	117	107	June
July	20,914	23,445	2,249,299	2,732,744	63,544	62,156	9.30	8.58	35,398	43,966	329	377	112	121	98	92	124	115	July
August	17,998	19,404	1,956,119	2,306,481	52,059	51,465	9.20	8.41	37,575	44,816	346	377	108	118	99	91	119	109	August
September	19,712	22,066	2,137,079	2,590,596	59,850	62,577	9.22	8.52	35,707	41,399	329	353	112	121	105	92	116	107	September
October	25,461	26,380	2,649,823	3,008,532	75,960	74,998	9.61	8.77	34,884	40,115	335	352	104	114	99	91	115	105	October
November	25,404		2,721,997		73,915		9.33		36,826		344								November
December	27,024		2,873,553		67,495		9.40		42,574		400								December
Year total	$262,934		$27,898,376		774,417		$ 9.42		$36,025		$340								**Year total**
Year to date	$210,506	$222,808	$22,302,826	$25,182,858	633,007	625,956	$ 9.44	$ 8.85	$35,233	$40,231	$333	$356	106%	113%	99%	94%	114%	107%	**Year to date**
Group 1—Month	$ 19,536	$ 19,644	$ 2,014,143	$ 2,091,992	58,640	56,867	$ 9.70	$ 9.39	$34,348	$36,787	$333	$345	101%	104%	97%	97%	107%	104%	Group 1—Month
Year to date	$157,788	$163,160	$16,498,601	$17,322,808	479,296	467,161	$ 9.56	$ 9.42	$34,423	$37,081	$329	$349	103%	105%	97%	99%	108%	106%	Year to date
Group 2—Month	$ 4,455	$ 4,893	$ 463,212	$ 634,512	12,273	12,857	$ 9.62	$ 7.71	$37,742	$49,351	$363	$381	110%	137%	105%	80%	131%	105%	Group 2—Month
Year to date	$ 39,506	$ 43,058	$ 4,336,735	$ 5,414,205	109,327	111,380	$ 9.11	$ 7.95	$39,668	$48,610	$361	$387	109%	125%	102%	87%	123%	107%	Year to date
Group 3—Month	$ 1,470	$ 1,843	$ 172,468	$ 282,028	5,047	5,274	$ 8.52	$ 6.53	$34,172	$53,475	$291	$349	125%	164%	104%	77%	156%	120%	Group 3—Month
Year to date	$ 13,212	$ 16,590	$ 1,467,490	$ 2,445,845	44,384	47,415	$ 9.00	$ 6.78	$33,063	$51,584	$298	$350	126%	167%	107%	75%	156%	117%	Year to date

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